

Logo Usage Guidelines

Logo Clear Space

Always position the Disability:IN logo for maximum impact and give it plenty of room to “breathe” to ensure its visibility and legibility.

A minimum amount of clearspace must always surround all versions of the logo. This space is equal to the height of the capital D in “Disability.”

Minimum Size

In order to be AAA Accessibility compliant for color contrast, follow these guidelines:

- For logos 1.125 inches and larger, you can use the color logo.
- If the logo needs to be used smaller than 1.125 inches, use the black logo without the tagline.



For logos 1.125 inches and larger, you can use the color logo.

Below 1.125"



If the logo needs to be used smaller than 1.125 inches, use the black logo without the tagline.

Incorrect Logo Usage

Creating a strong brand identity is achieved by using the logo and other brand elements consistently. When the logo is altered, the visual system is weakened.

The icon and logotype are designed as a unit to work in harmony with one another, and they should not be altered. The following are examples of how NOT to use the logo.

Animation

Other than using the official logo animation provided by Disability:IN, do not animate the logo or use any other motion effects.

Don't distort the shape of the logo.



Don't rotate the logo.



Don't change the color of the logo.



Don't change the logo typeface.



Don't use the logo without the icon.



Don't rearrange the logo elements.



Don't use the logo over an image.



Don't change the tagline typeface.

